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June 28, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *[Signature]*
Director and Health Officer

SUBJECT: **RENEW/TRUST – FINAL REPORT**

This is the final report regarding the activities related to the Renew Environments for Nutrition, Exercise, and Wellness in Los Angeles County (RENEW LA County) and Tobacco Reduction and using Effective Strategies & Teamwork (TRUST) projects.

In March 2010, the Department of Public Health (DPH) received notification of two grant awards from the U.S. Health and Human Services and the Centers for Disease Control and Prevention's *Communities Putting Prevention to Work* initiative. DPH received a total of \$32.1 million for both awards—RENEW LA County (\$15.9 million) focused on the obesity epidemic and Project TRUST (\$16.2 million) focused on tobacco control and prevention. The two-year grant period was from March 2010 to March 2012.

RENEW LA County

Below is a summary of the activities carried out under the RENEW LA County grant, which focused on aspects related to obesity prevention, including nutrition, physical activity/built environment, and media/social marketing.

Nutrition

Healthy Food and Beverage Standards

- Healthy food and beverage standards have been adopted by ten cities. The standards vary in requirements but all require that food and beverages provided at city institutions and facilities meet specific nutrition guidelines, which include limits on fat, sugar and sodium levels, while also restricting sugar sweetened beverages.
- RENEW partnered with the cities of Long Beach and Pasadena, as well as with local community based organizations California Center for Public Health Advocacy and Family Health Care Centers of Greater Los Angeles to support these community-led changes
- The Community Market Conversion Program, led by the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), provided resources for four South Los Angeles convenience stores to undergo a community driven conversion process that occurred in two phases: the introduction of fresh produce for sale, followed by store remodeling. This project was approved for continuation despite the abolition of the CRA/LA.

School Nutrition

- RENEW LA County supported the efforts of the Los Angeles Unified School District (LAUSD) in instituting its new menu, which meets and exceeds Institute of Medicine (IOM) nutrition recommendations. The new menu includes more vegetarian items, additional whole wheat and grains, and a wider range of ethnic foods. LAUSD has also increased their purchasing of fresh fruits and vegetables from \$2 million in 2006-07 to \$20 million in 2010 and procured more locally grown food within a 200-mile radius.
- LAUSD collaborated with the California Food Policy Advocates (CFPA) and the Urban Environmental Policy Institute (UEPI) to help build support for early adoption and provide technical assistance on menu planning, nutrition messaging and wellness trainings to over 700 cafeteria staff.
- To support the promotion of the new menu, LAUSD developed a large-scale promotional campaign including new signage, promotional materials and marketing strategies in all cafeterias to promote healthy food options to students. The "I'm In" campaign is a five-year marketing campaign, which included 10 parent food tasting sessions attended by more than 700 parents to introduce the new menu and share how they can make healthier food choices at home.
- Three national webinars were conducted by RENEW, CFPA and UEPI to educate more than 1000 food service providers on topics including "Rethinking the Lunchroom: Strategies to Increase Healthier Food Selection and Consumption," "Using Marketing Strategies to Boost Demand for School Lunch" and "School Wellness Policies and Programs: Optimizing Health in Your District."
- Long Beach Unified School District, ABC Unified School District, and El Monte Union High School District have also incorporated portions of the IOM recommendations, such as increasing whole grains and reducing the sodium content of menu items.

Breastfeeding Promotion

- Olive View, LAC+USC, and Harbor-UCLA Medical Centers have achieved Baby-Friendly designation, implementing protocols that support breastfeeding among new mothers.
- The designation was largely made possible due to the creation of a countywide contract for purchasing formula which was approved by the Board of Supervisors.
- Additionally, worksite lactation accommodation (WLA) policies have been adopted for all LA County departments as well as for the City of Los Angeles.
- Breastfeeding Education Materials were created for the three County hospitals to provide nutrition education for new mothers on the importance of breastfeeding, along with crib cards recognizing newborns as a "Breastfeeding Only Baby."

Nutrition and Physical Activity in Preschools

- A total of 87 preschools in LA County have adopted policy guidelines that will increase access to healthy food and beverages, reduce access to unhealthy foods and beverages, and increase opportunities for physical activity among children.
- A Health and Wellness Advisory Team was convened to support the project and included members from local nonprofits, government and health care with an interest in childcare, health, early childcare education and advocacy in health and food issues.
- More than 1,400 parents participated in workshops presented in English and Spanish that covered the importance of physical activity and nutrition on brain development during early childhood.

County Food Procurement

- In March 2011, the Board of Supervisors adopted a policy directing DPH to review all County food service solicitations before they are publicly released to ensure that high quality nutrition standards are incorporated.
- To date, DPH has partnered with three County departments including the Department of Health Services, the Probation Department, and the Department of Public Works to incorporate nutrition guidelines that will increase healthy options for staff and members of the public who access county facilities.
- Additionally, DPH has conducted a review of all 37 County departments to determine the level of involvement among each department in the purchasing of food and beverages and to develop a list of upcoming food service solicitations. DPH will continue to provide review for the departments that distribute and sell food and beverages in cafeterias, vending machines and/or snack shops or other concessions.
- In April 2011, RENEW and DPH staff organized a summit on food procurement which was attended by more than 100 food service managers and directors. The event provided an opportunity for presenters and attendees to share best practices and innovative strategies to improve the nutritional quality of food served in schools, government facilities, and private businesses.

Physical Activity/Built Environment

Physical Education Training

- Teachers and from 73 public schools received six days of intensive professional development training to enable them to more effectively implement physical education requirements in LA County schools.
- More than 85 school administrators attended three professional development trainings on how to promote physical education on their school grounds and in their classrooms.
- School districts (ABC Unified, Compton, El Monte City, Mountain View, Pasadena and Pomona) received stipends to purchase much-needed curriculum and equipment to implement additional physical education lessons in the classroom.
- Five online physical education training modules are in the final stage of production and will be posted on the Los Angeles County Department of Education's website to train new teachers.

Joint Use Agreements

- Fourteen joint use agreements and four school district-wide joint-use board policies have been established, increasing opportunities for free and low cost physical activity during non-school hours through activities such as walking clubs and after-school sports programs.
- Community-based organizations including the Los Angeles County Department of Parks and Recreation, Lenny Krayzelburg Foundation, American Youth Soccer Organization, A World Fit for Kids, Urban Strategies and the City of El Monte who were able to provide a programming component to support physical activity for both adults and children. These organizations were also able to address issues of liability for access for a school site.
- The new agreements and program opportunities were supported through a series of community events, press conferences and ribbon cutting ceremonies, including a Zumbathon at Mendez Learning Center.
- The countywide joint use task force, Joint Use Moving People to Play (JUMPP), provided support to school districts by distributing information on grant opportunities; and troubleshooting site specific issues such as liability, safety, and security. This group will continue to convene on a

quarterly basis to share information on progress and opportunities throughout LA County on joint use.

Healthy Design Ordinance

- A healthy design ordinance (HDO) was adopted by the Board of Supervisors which includes changes to existing zoning and subdivision regulations that will increase levels of physical activity in unincorporated areas of the county.
- The final HDO addressed the following areas: walking environments (i.e. sidewalk widths and landscaping requirements); bicycle parking; project review requirements; community gardens; and farmers' markets.

Increasing Access to Walking and Bicycling

- On February 2012, the Board of Supervisors approved the LA County Bicycle Master Plan, which will add 832 new miles of bikeways to unincorporated areas of the County.
- Seven cities in the South Bay (El Segundo, Gardena, Hermosa Beach, Lawndale, Manhattan Beach, Redondo Beach and Torrance) approved the South Bay Bicycle Master Plan, which will add over 200 miles of new bikeways over the next 20 years.
- The Bike-Friendly Business District (BFBD) pilot program in Long Beach helped increase bicycle trips to and within four business districts in the City of Long Beach – Bixby Knolls, Retro Row, Cambodia Town and the East Village Arts District.
- Complete Streets policies were adopted by the cities of Baldwin Park and Azusa, ensuring that all users – including pedestrians and cyclists – will be taken into account whenever modifications are made to city streets.
- In Lancaster, the City Council adopted a Master Plan for Trails to increase opportunities for walking and biking safely in the City.
- The Los Angeles City Council approved the Streets 4 People project, which is paving the way for other cities to pilot innovative ways to reclaim underutilized public spaces for pedestrians and cyclists. The first pilot site was launched in Silver Lake which created a pedestrian plaza at the intersection of Sunset Boulevard and Griffith Park Boulevard.
- The City of Los Angeles Planning Department developed plans for ten transit-oriented district areas in south and southeast Los Angeles to improve pedestrian and bicycle access between transit stations and surrounding neighborhoods.
- The Model Street Design Manual was created during a two-day writing charrette, which brought together national experts in living streets concepts. Cities across LA County may use this manual in any way that helps them update their current practices, including adopting the entire manual, adopting certain chapters in full or part, modifying or customizing chapters to suit each city's needs.
- Community Arts Resources (CARS), the producers of CicLAvia, created a "Bicycle Friendly Communities: Lessons Learned From LA County" toolkit. It includes best practices on creating a bike co-op, conducting public education and bike safety classes, working with cities to create bicycle master plans, and tips to start a CicLAvia.
- RENEW sponsored a behind-the-scenes tour of CicLAvia for representatives from the cities of South Gate, Huntington Park, La Puente, Lynwood, San Fernando and Pomona to explore the possibility of expanding their current routes.
- The County Cycling Collaborative, which is led by two non-profit organizations, the Los Angeles County Bicycle Coalition and C.I.C.L.E. (Cyclists Inviting Change through Live Exchange), conducted more than 60 workshops on bicycle maintenance and safe bicycling skills, collected more than 300 bicycles for refurbishment and redistribution, and led 19 group rides to encourage physical activity and create a safe environment for community members to learn how to bicycle in urban road conditions.

- RENEW partnered with the Los Angeles County Bicycle Coalition to host the First Annual "Creating a Bicycle-Friendly LA County Summit" in Long Beach to share a vision of a bike-able future by implementing supportive infrastructure, encouragement, enforcement and education programs.
- In 2011 and 2012, RENEW partnered with UCLA to host two Complete Streets Conferences to bring together city planners, developers, engineers, advocates and health professionals to learn about the latest research, policy and implementation strategies and opportunities for complete streets projects and policies.
- Mile markers and a walking toolkit for Ted Watkins Park were developed by DPH in partnership with the LA County Parks and Recreation Department.

Media/Social Marketing

- To educate the public on tips to eat healthy, get more physical activity, and live better, RENEW launched a consumer website, Choose Health LA (www.choosehealthla.com), to tell the story of health promotion and chronic disease prevention and encourage users to "Choose Health" for themselves, their families, their schools, their neighborhoods, and their constituencies.
- A public education campaign focusing on the health impacts of consuming too many sugary drinks was placed on Metro buses and rails, on billboards and transit shelters. The ads ask residents, "You Wouldn't Eat 22 Packs of Sugar, Why are You Drinking Them?" Additionally, an online sugar calculator was launched on the Choose Health LA website, educating consumers on how much sugar they are drinking.
- Other original multimedia content created include a series of "Salt Shocker" videos that debuted during World Salt Awareness Week as well as seven "Healthy Meal Using MyPlate" videos that were released in conjunction with the start of the school year.
- Santa Monica City TV produced an eight-episode series of "Eat, Move, Live LA" which featured highlights of RENEW-funded projects. RENEW scripted the series, developed concepts and researched topics to spotlight the work happening across LA County. The TV show is being disseminated across 36 public access channels and on YouTube.
- RENEW provided media support to funded partners and programs, including the Los Angeles Unified School District's "I'm In" campaign launch; the Complete Streets Conferences; the Streets 4 People launch; the Creating a Bike-Friendly LA County Summit Bike Summit; and Food Day.
- Collectively, Choose Health LA and RENEW partners garnered more than 500 news clips, including publication in Reuters, The Atlantic, NBC Los Angeles, CBS, Fox News, NPR, LAist, Los Angeles Times, KNX, KNBC, KABC, KFWB, Hoy, Univision, Medical Daily, L.A. Streets Blog, Daily Breeze, Signal Tribune, Long Beach Press Telegram, Urban Times, the National Complete Streets Coalition blog, Antelope Valley Press, Bell Gardens Sun, Vending Times, and Patch blogs.

Project TRUST

Below is a summary of the activities carried out under the Project TRUST grant, which focused on aspects related to tobacco control and prevention, including media/social marketing, policy work, California Labor Code, education, and social services.

Media/Social Marketing

Project TRUST implemented a targeted social marketing and public education campaign in Los Angeles County that targeted priority populations in an effort to reduce tobacco use and initiation, and promote effective smoking cessation services, including the California Smokers' Helpline. Project TRUST also implemented social marketing and public education campaigns to increase public awareness, support, and

implemented social marketing and public education campaigns to increase public awareness, support, and compliance with smoke-free policies designed to reduce exposure to secondhand smoke in multi-unit housing and public places.

Additionally, Project TRUST completed the following media/social marketing related activities:

- Project TRUST planned and coordinated a major press event for a visit by Health & Human Services Secretary Kathleen Sebelius to help launch the Project and draw public attention to its mission. The event took place on August 25, 2010 at the Santa Monica Senior Center in Palisades Park. In addition to Secretary Sebelius, speakers included Supervisors Yaroslavsky and Ridley-Thomas, and Santa Monica Mayor Bobby Shriver.
- In January 2012, DPH launched a sixteen-week multi-media campaign to promote smoking cessation services. Elements of the campaign included broadcast ads and outdoor media (e.g., bus shelters, interior and exterior bus and metro ads, and billboards) featuring an emphysema and stroke creative, Legacy Truth® cinema ads, and Become an EX radio ads. Although, DPH received some calls from concerned residents regarding the campaign, the overall outcome of the campaign was positive, including a 147% increase in call volume to the California Smokers' Helpline during the campaign, more than 30,000 hits to the LAQuits.com website, and 625,593,230 impressions of outdoor elements.
- Project TRUST partnered with the California Smokers' Helpline to promote the availability of free nicotine patches to Los Angeles County residents, resulting in the distribution of more than 27,000 free nicotine patch packets.
- Tobacco Control and Prevention Program's cessation website, LAQuits.com, was re-launched with a consumer focus that highlighted Project TRUST work and provided resources for communities and individuals to engage in systems and environment change while highlighting resources to help smokers quit.
- On November 16, 2011, DPH hosted a press event entitled, "Clearing the Air Smoke-Free Apartments and Condos," which generated substantial media attention in conjunction with the research and policy forum. Local media tied the story with the Great American Smoke-Out. The story ran on NBC's national newsfeed and local Chinese, Korean, Spanish, and general market broadcast, radio, and print outlets.
- Project TRUST developed a media campaign to help support the implementation of the Los Angeles smoke-free outdoor dining policy, which launched on March 8, 2011. The campaign, Fresh Air Dining, played a major role in helping build regional momentum for smoke-free outdoor policies. The campaign consisted of outdoor and radio ads, viral/online marketing, a dedicated website, and a press event on March 3, 2011. In addition to raising awareness about the new smoke-free outdoor dining policy, the event garnered media attention both nationally and virally. More than 15,000 restaurants received a letter from the City Attorney's office along with window signage to enforce the new policy. Coverage of the event was chronicled in over 100 newspaper stories, 77 television spots and a number of radio pieces. The event was also covered by the Spanish language media including Univision LA and Telemundo LA.
- On Monday February 27, 2011, Hermosa Beach City Council and partners held a press conference to launch the community education effort for the City's new comprehensive smoke-free outdoor air policy. The press conference was held on the Hermosa Beach Pier and speakers included the mayor, council members, and representatives from the American Heart Association and the American Cancer Society.

Policy-based Initiatives

DPH engaged community partners to develop and implement evidence-based strategies for protecting LA County residents from the dangers of secondhand smoke and reducing youth access to tobacco products in multiple cities within the county. Fifteen cities in LA County have adopted 19 policies including

smoke-free multi-unit housing, smoke-free outdoor areas, and tobacco retail licenses to prevent youth access. Below is an update on the objectives outlined in the community action plan:

Secondhand Smoke Exposure in Public Areas

The following policies protecting residents from secondhand smoke in outdoor areas have been adopted by cities in LA County:

- Santa Monica Smoke-Free Pier - extended smoke-free beach policy to include the pier.
- Inglewood Smoke-Free Parks - 13 parks and recreations centers with approximately 100 acres of green space.
- Claremont Smoke-Free Parks and Plazas - revised smoke-free parks policy making two City open air plazas and an outdoor plaza smoke-free.
- Torrance Smoke-Free Parks - 33 parks in Torrance became smoke-free.
- West Hollywood Smoke-Free Outdoor Dining
- Huntington Park Comprehensive Smoke-Free Outdoor Ordinance -includes a stronger version of the City's smoke-free parks ordinance, as well as smoke-free outdoor dining, service areas, places of employment, and public events.
- Manhattan Beach Smoke-Free Strand and Greenbelt - extend smoke-free beaches and parks policy to include pedestrian strand and greenbelt.
- Compton Smoke-Free Outdoor Air Ordinance - prohibits smoking in outdoor dining areas, service lines, public parks, on streets and sidewalks during public events, and within 25 feet of operable doors and windows.
- Hermosa Beach Comprehensive Smoke-Free Outdoor Ordinance - prohibits smoking in restaurant patios, and outdoor dining areas, the pier plaza, 20 city parks, the greenbelt, the beach strand, and public parking lots.
- Downey Smoke-Free Parks
- Carson Comprehensive Smoke-Free Outdoor Areas - includes service areas, dining areas, places of employment, residential common areas, public events, patios and balconies of multi-unit housing.
- South Gate Smoke-Free Parks and Public Events - includes nine parks (nearly 170 acres)

Smoke Free Multi-unit Housing

The following policies related to smoke-free multi-unit housing were adopted by cities in Los Angeles County:

- Santa Monica expanded its smoke-free housing policy by prohibiting smoking within 25 feet of doors, windows and vents of multi-unit housing. The policy also includes private balconies, patios, porches and decks within the 25 foot radius. Additionally, on December 13, 2011, the Santa Monica City Council banned smoking in newly constructed hotels.
- South Pasadena ordinance includes provisions that prohibit smoking indoors and in outdoor common areas as well as a provision stating that all new multi-unit housing complexes must be smoke-free. Additionally, by the year 2013, at least 80 percent of existing apartment and condominium units must become smoke-free.
- Pasadena adopted a smoke-free multi-unit housing policy. The policy includes common areas of housing, and 100% of units, patios, balconies, condominiums and town houses.
- Compton adopted a smoke-free multi-unit housing policy to include 100% units, patios and balconies, indoor and outdoor common areas and new developments.

- Baldwin Park's policy includes no smoking in indoor and outdoor common areas, disclosure of smoking units, at least 80% of existing rental units must be nonsmoking and disclosure for smoking in family day care centers
- Huntington Park prohibited smoking in common areas (except in designated areas), unenclosed areas including balconies, porches, decks, patios and within 25 feet in any direct of any doorway, window, opening or vent into an enclosed, non-smoking area. The policy also prohibits smoking in all new and existing units.

Point of Purchase/Promotion – Other Tobacco Products

Project TRUST focused on strategies that reduce the appeal and prevalence of "other tobacco products" among vulnerable populations and young adults. A policy could include graphic health warnings/cessation information at point-of-sale, conditional use permitting, or tobacco retailer licensing amendments. Under this objective:

- Huntington Park adopted a Tobacco Retail License with the following provisions: proximity to schools, density, and prohibition of the sale of single cigarillos, and little cigars, and penalties for violations.
- Project TRUST partnered with RENEW to incorporate tobacco guidelines in corner store conversion projects in the cities of Baldwin Park and Los Angeles. Project TRUST provided signage and promotional items to highlight the healthy store conversion.

Pricing Strategies to Reduce Cigarette Consumption

Project TRUST activities under this objective were aimed at educating communities about the impact of the price increase on smoking prevalence and youth initiation. The activities included:

- Coordinating speaking engagements for volunteers from the American Cancer Society, American Heart Association, and American Lung Association to educate the community about the importance and potential impact of a price increase.
- Project TRUST Subcontractor Oxford Outcomes developed a user-friendly tool to educate the public about the local health and economic benefits of a \$1 per pack increase. The calculator is available at www.CAsmokingcosts.com

California Labor Code

Under this objective, Project TRUST focused on raising awareness about the loopholes in the labor code related to smoking in indoor workplaces and the importance of protecting workers from the dangers of secondhand smoke:

- At the request of the CEO, Project TRUST wrote an analysis and recommendation for Senate Bill 575, which was authored by Senator DeSaulnier to eliminate most of the exemptions in the California State Labor Code. On May 23, 2011, the CEO notified the Board that DPH and the CEO recommends support of SB 575 as consistent with the Board policy to support proposals that would reduce exposure to SHS, including in outdoor areas, multi-unit housing complexes, and designating secondhand smoke as a public nuisance.
- Project TRUST worked with the local voluntary health organizations to educate cities and organizations about the impact of eliminating existing loopholes in the State Labor Code.
- On a January 20, 2011, Project TRUST participated in the planning of a regional forum hosted by the California Tobacco Control Program. The forum *California Winnable Battle: Finish the Fight Against Tobacco* focused on the smoke-free workplace issue as well as pricing strategies.

- Under their CPPW grant, the Long Beach Department of Health and Human Services adopted a 100% tobacco-free policy at all eight DHHS facilities, including a health clinic, health education and outreach center, the housing authority, office spaces and a Center for Families and Youth. Trainings, cessation resources, and educational materials were also made available to employees and their clients. More than 325 of their employees and a large diverse clientele base, including vulnerable patients and families, will benefit from this new tobacco-free environment.
- Baldwin Park amended their smoke-free multi-unit housing policy to include a provision requiring disclosure for smoking in family day care center. This provision addresses one of the loopholes in the State Labor Code.

Education

Project TRUST and community partners worked with educational leaders to provide education to prevent youth tobacco initiation and age-appropriate cessation programs to students in 69 schools across 21 school districts in LA County. In addition, Project TRUST worked with Los Angeles Unified School District, the City of Los Angeles Tobacco Enforcement program, and the Los Angeles County Office of Education (LACOE) to strengthen youth smoking prevention and cessation efforts through systems-level tobacco use policies and procedures, including the adoption of policies to assess tobacco use among students and promote smoking cessation services.

Los Angeles County Office of Education

- LACOE's intervention was comprised of two primary components:
 - A systems-level initiative to strengthen tobacco-use policies and procedures
 - An education-level initiative (Project EX) in alternative and continuation schools.
- Project EX aimed to reduce the number of current youth smokers, impact changes in attitudes and social norms concerning tobacco use, and provide structural interventions within the school community to enact, strengthen, and enforce tobacco control policies and procedures.
- LACOE implemented Project Ex in 25 schools with high rates of youth smoking. During the six-week course, students learned about the negative health and social consequences of smoking, how to develop a cessation plan, and how to make a quit attempt. To date, 438 students have completed the course.

Los Angeles City's Teens and Retailers Getting Educated about Tobacco (T.A.R.G.E.T.) Project

- The Los Angeles City Attorney's Office's, Tobacco Enforcement Program (TEP) developed a community-based intervention, which integrated prevention strategies and advocacy to empower youth to resist tobacco industry influences. The T.A.R.G.E.T. Project focuses on reducing the use of tobacco products among high school students:
- The T.A.R.G.E.T. Project was implemented in 17 schools in communities with high incidence of tobacco retailer's violations. Students participated in after-school workshops on tobacco control topics, including media literacy trainings and PhotoVoice a community assessment involving photography, which is designed to promote youth awareness of tobacco's presence and influence in their community.
- T.A.R.G.E.T. Project youth conducted an observational surveys of tobacco advertising in the exterior of retail locations near schools and disseminated merchant education materials and kits that provide information about illegal tobacco sales to minors and the importance of limiting pro-tobacco advertising
- Students also developed educational materials for dissemination at various civic forums like Parent Teacher Associations, Neighborhood Councils, and City Council meetings and led school-based events to promote campus-wide tobacco-free educational activity.

Los Angeles Unified School District Beyond the Bell Tobacco Awareness Campaign

- The Beyond the Bell (BTB), Tobacco Awareness Campaign, a youth smoking prevention and initiation program, was implemented in 25 LAUSD high schools. The BTB Tobacco Awareness Campaign involved a two-pronged approach that targeted non-smokers and experimental smokers in traditional schools without tobacco prevention and cessation resources.
- LAUSD augmented their new student registration process to include tobacco-use screening and referral process for students who indicated that they use tobacco products.
- LAUSD conducted a systems-level review of tobacco-use policies and procedures at targeted schools to ensure that the district uniformly prohibits the possession of tobacco products and paraphernalia by students.
- LAUSD also increased enforcement of laws prohibiting use of tobacco by students, staff and visitors in all buildings, grounds and vehicles at all times.

Social Services

Project TRUST worked with partners to establish systems-level policies in a social service agencies and homeless shelters to reduce smoking prevalence among vulnerable adult populations by creating smoke-free environments and integrating smoking cessation services into existing agency programs and services.

- Sixty-three social service agencies participated in the Pioneers Project and developed and implemented smoke-free policies. Pioneers received training through webinars from Smoking Cessation Leadership Center and received funding for incentives and materials to aid in implementation of agency policies.
- Twenty-six homeless shelters and transitional housing facilities received training and technical support to create smoke-free environments as well as peer-to-peer staff training to integrate cessation services into their organizations.

If you have any questions or would like additional information, please let me know.

JEF:la

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c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors